

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
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July 28, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

**SEPTEMBER WINSTON BUY 2 PACKS GET 2 FREE LIGHTERS / #700649**

Dear Paul:

We have placed *Winston* orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. 1200 SKUs of Winston B2G2F Lighter Sleeves / Displays (item #527552) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>WINSTON Brand Styles</u>	<u>Case Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>20</u>
12300-11906	Light Box	6M	<u>40</u>
12300-11012	Full Flavor	12M	<u>20</u>
12300-11212	FF Box	12M	<u>20</u>

**Product PO # ER1959-01**

All additional pertinent promotional information is listed below:

Product Arrival @ McLane NE:

**August 11, 1997**

Premium Arrival (@ Consolidated):

**August 14, 1997**

Ship Date to Retail:

**September 2, 1997**

Lighters (Item #527552)

SKU CUBE:

**1.7150**

SKU WT (w/o Product):

**6.6200 lbs**

Retail Sales Offer per Sku:

**20 units**

Billing per Sku:

**4 Full Price Cartons**

Product \$ Amount:

**\$57,251.46**

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2G2F Winston Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives 2 free Winston Lighters.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.**

**SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

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RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,240.00 (80 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotions Coordinator

/jc

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

Enc: Wholesaler Packing Instructions

Winston Lighter Flyer

Retail Customer List

**ROUs:** 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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